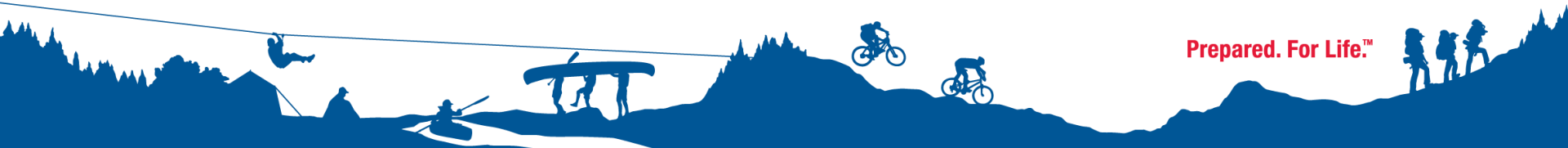




# Ozark Trails Council



**Sell more than \$3,500 in less than a week!**



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# Create an ONLINE Fundraising Account through Pecatonica

- **Parents - Start with creating the Scout's profile page on the Pecatonica system and fill out everything, then create initial videos and pics of your Scout(s).**
- **Share the map, video, and link to the fundraising page on your social media page (Facebook)**

*Videos are less than 30 seconds, you don't need more than that.*



# Promote: Day 1

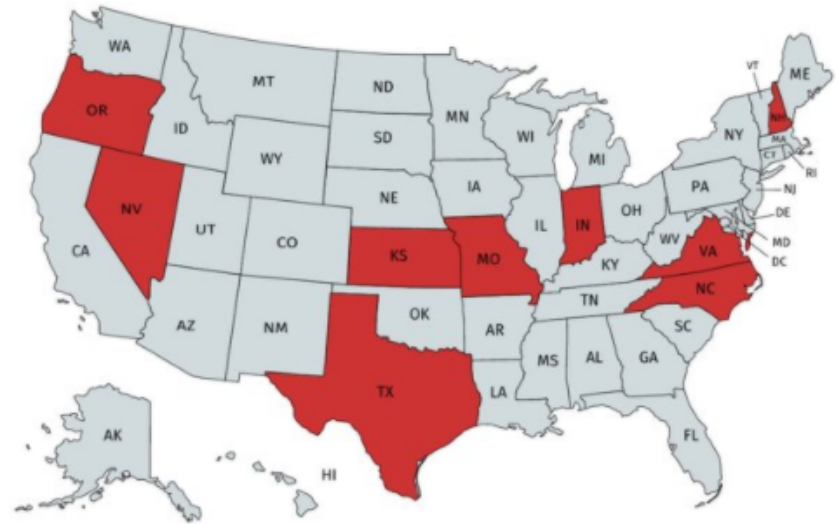
- Most parents have Facebook – once you have your fundraising account set up – make a post.
- Be sure and mention/remind friends to take advantage of free shipping, etc.
- Include the direct link to your Scouts online fundraising page on Pecos System.

Thank you all that have been helping with [REDACTED] popcorn sales! We are going to try and hit the 50 State Challenge! They have achieved 10 out of the 50 states, 40 more to go! Remember there's free shipping on orders of \$40 or more. This helps out our pack to offset our program fees to run Cub Scouts! I know that I have friends in every state in the union, so please help if you can!

[REDACTED]  
Here's a link to her page:  
[REDACTED]

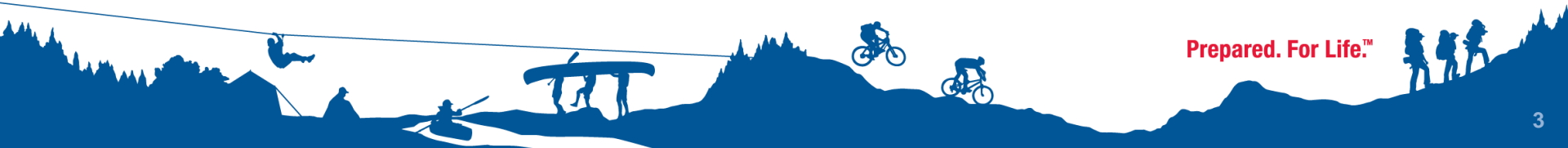
We will darken the states with the highest amount of orders!

[REDACTED] 50 State Challenge!  
10 of 50 States Achieved



25

19 Comments 1 Share



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## 2<sup>nd</sup> Day – Post to Promote

### Picking Up Steam

- Thank and tag those that purchased, it gives them buy in for the sale.
- Provided updates twice per day, morning and evening AM and PM posts.
- Be sure to update your map and include it with your posts!

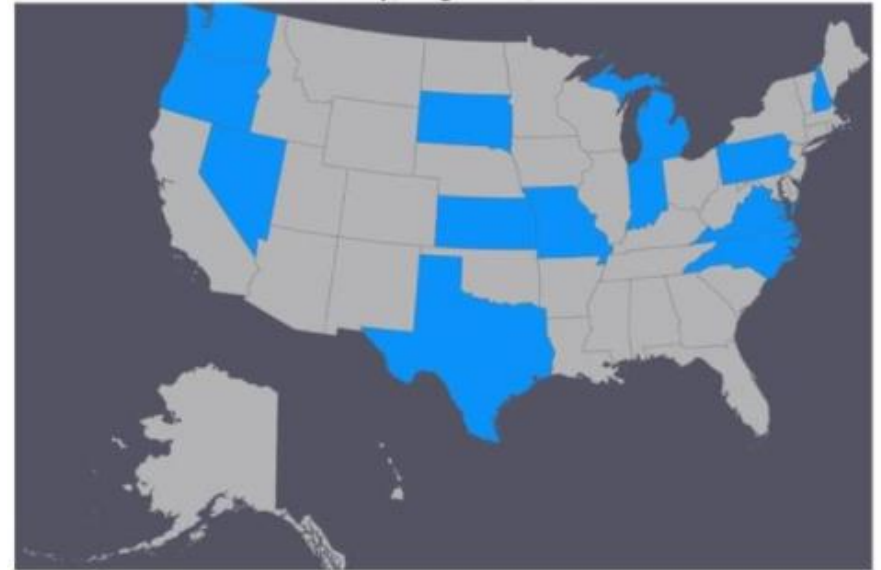
Since posting last night, we checked off 4 tough states! Thanks [redacted] Cousin [redacted] and [redacted]!

Thank you all so much! Please help us fill the map!

Washington, North Dakota, Pennsylvania and "The Mitten"!

Here's the link [redacted]

[redacted] 50 State Challenge!  
13 of 50 States Achieved  
Thursday, August 19, 2020



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## 3<sup>rd</sup> Day- Post

- 3<sup>rd</sup> Day example shows the sale really doing well, you may want to do an additional post if you see a lot of momentum in your sale.
- Don't underestimate how many states you can reach when friends and families share your post to their Facebook page.

Had to make another update, can't keep up...wow! 14 to go!

Unbelievable response and the power of the internet and social media! I felt like I needed to post an update, we had another 16 states crossed off since this morning! We are down to the home stretch and are now 14 away from selling to all 50 states.

\_\_\_\_\_ have far surpassed what we sold last year in just a few short days. I cannot tha... See More

\_\_\_\_\_ 50 State Challenge!

36 of 50 States Achieved

Thursday, August 20, 2020 – EVENING EDITION PT 2!



42

48 Comments 8 Shares

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# 4<sup>th</sup> Day

## Home Stretch

- Down to 10 states.
- Multiple shares and challenges from others.
- Grew from a grassroots effort.

Good morning everyone. Y'all are absolutely amazing and the kids and I are totally humbled by everyone's generosity and willingness to help! I personally had no idea this would take off like it has and in just 5 short days, we've been able to reach out across the country to many folks and share our Scouting story. We are down to the final 10 states to cover:

Alaska, Idaho, Montana, Wyoming, Arkansas, Kentucky, Alabama, Delaware, Rhode Island and New Jersey.

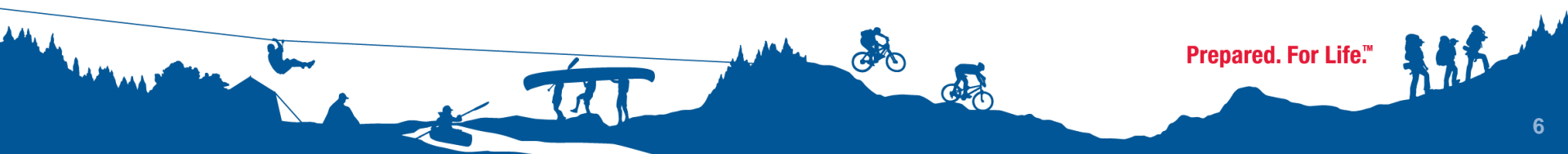
This has al... [See More](#)

**50 State Challenge!**  
40 of 50 States Achieved  
Friday, August 21, 2020 – AM Edition



24

61 Comments 7 Shares



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# 4<sup>th</sup> Day PM

- Specific thank you tags for everyone that's supported.
- Reshared initial videos and the map.
- Let everyone know how many and what states are left!

love seeing the updated map and how it keeps getting filled in day by day and it's due to everyone tagged on this list. We are so close to finishing and it blows my mind that the first map was posted on Tuesday night.

UPDATE: 4 States Left: Montana, Arkansas, Delaware an... See More

50 State Challenge!  
44 of 50 States Achieved  
day, August 21, 2020 – Evening Editio



27

72 Comments 1 Share

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# 5<sup>th</sup> Day – multiple posts this day.

- Less than 1 hour after posting previous map, we crossed off our final state!

From the first map that we posted on Tuesday night at 9pm to completing this in less than 96 hours, we are blown away!

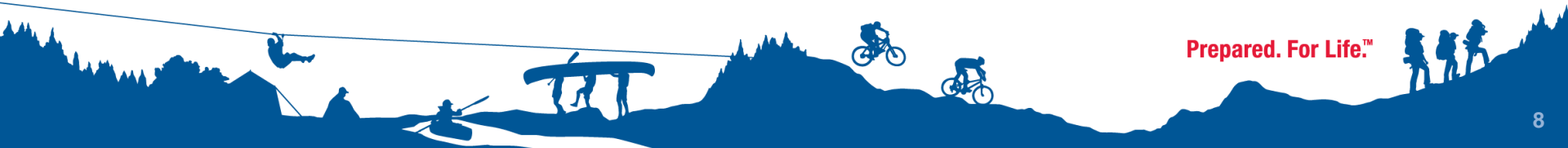
Thank you all! You are tr... See More

██████████ 50 State Challenge!  
50 of 50 States Achieved  
Saturday, August 22, 2020 – THANK YOU ALL!



👍❤️😬 126

11 Comments 2 Shares



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# Final Thank You! Posted Video.

## Finishing Up with Success

- Record a Short Video of their efforts.
- Announced final total.
- Handwritten thank you cards to everyone that purchased popcorn.



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# What Did We Learn?

- **Facebook is a powerful tool to use for this event.**
- **Everyone has a network of friends to utilize for this project.**
- **Daily Updates are necessary to keep it in front of folks.**
- **Very little time commitment to make this happen.**
- **Videos are powerful and needed!**
  - Easy to do with any smartphone, just video and upload.



# Ozark Trails Council



*For more information:*

<https://ozarktrailsbsa.org/popcorn-sellers/>

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# Resources & Prizes

- **First 10 Scouts to sell to 25 states will receive \$100 Amazon Gift Card.**
- **First 10 Scouts to sell to all 50 states will receive a \$250 Amazon Gift Card. (This in addition to the Scouts popcorn sale prize and the \$100, 25 states prize).**
- **Location for Map: [https://www.amcharts.com/visited\\_states/](https://www.amcharts.com/visited_states/)**
- **Great to use for a full pack competition or den competition against others.**
- **Don't underestimate the reach of social media!**